

To: Hart, Daniel[Hart.Daniel@epa.gov]
Cc: Dew, Judy[Dew.Judy@epa.gov]
From: Orquina, Jessica
Sent: Fri 4/7/2017 2:37:00 PM
Subject: Re: Top web search terms

I talked to JP. He clarified his question. What he wants to know is referring sites to the CPP web area.

Jess

Jessica Ann Orquina
Associate Director
Office of Web Communications
U.S. Environmental Protection Agency
Email: orquina.jessica@epa.gov
Office: 202-564-0446
Mobile: 202-322-8369

On Apr 7, 2017, at 10:27 AM, Hart, Daniel <Hart.Daniel@epa.gov> wrote:

Judy, see below. JP is our new AA. Can you help us answer his questions he raises?

Daniel (Danny) Hart | Director of Web Communications | Office of Public Affairs | U.S.
EPA | [Tel:202.564.7577](tel:202.564.7577) | cell: [202.365.7095](tel:202.365.7095)

Begin forwarded message:

From: "Freire, JP" <Freire.JP@epa.gov>
Date: April 7, 2017 at 9:00:56 AM EDT
To: "Orquina, Jessica" <Orquina.Jessica@epa.gov>
Cc: "Konkus, John" <konkus.john@epa.gov>, "Hart, Daniel" <Hart.Daniel@epa.gov>, "Hull, George" <Hull.George@epa.gov>
Subject: RE: Top web search terms

This is very interesting!

When folks were searching climate change, what were they most often getting to? I guess I'm asking, where would they land most frequently? (Not the top search result, but the most trafficked page coming from a climate page search.

Separately: Can we figure out the top referrer to our climate change pages (specifically the Clean Power Plan site)?

From: Orquina, Jessica
Sent: Friday, April 7, 2017 8:58 AM
To: Freire, JP <Freire.JP@epa.gov>
Cc: Konkus, John <konkus.john@epa.gov>; Hart, Daniel <Hart.Daniel@epa.gov>; Hull, George <Hull.George@epa.gov>
Subject: Top web search terms

Hi JP,

These are the top 10 search terms on EPA.gov for the last year by month. That should help you understand what people are coming to our site for. Let us know if you have any questions or there's other information you would like to see.

Thanks! Jess

Top Search Terms

Mar-17	Feb-17	Jan-17	Dec-16	Nov-16	Oct-16	Sep-16	Aug-16	Jul-16	Jun-16	May-16	Apr-16	Mar-16
climate change	climate change	climate change	radon	radon	radon	interior design	interior design	interior design	interior design	interior design	interior design	lead
lead	radon	global warming	climate change	lead	lead	lead	radon	radon	radon	acid rain	acid rain	radon

radon	global	lead	lead	climate	climate	radon	lead	lead	lead	radon	radon	asbestos
	warming			change	change							
clean	lead	radon	acid	acid	acid	clean	mold	tsc	tri	lead	lead	superfu
water			rain	rain	rain	water						
act						act						
clean	clean	climate	asbestos	ozone	asbestos	mold	tsc	mold	tsc	search	superfu	acid
air act	water	act										rain
	act											
global	acid	asbestos	mold	asbestos	mold	asbestos	asbestos	naled	asbestos	climate	climate	air
warming	rain									change	change	pollutio
air	clean	clean	clean	air	clean	tsc	rcra	asbestos	mold	asbestos	clean	mold
pollution	air act	air act	air act	pollution	water						air act	
					act							
superfund	air	abrupt	clean	clean	superfund	clean	superfund	superfund	naled	water	asbestos	clean
	pollution	climate	water	water		air act						air act
		change	act	act								
asbestos	asbestos	clean	superfund	clean	water	acid	clean	rcra	search	pfoa	clean	water
		water		air act		rain	water				water	
		act					act				act	
acid	water	climate	global	mold	air	climate	clean	water	superfund	mold	water	clean
rain		change	warming		pollution	change	air act					water
		action										act
		plan										

Jessica Ann Orquina

Associate Director

Office of Web Communications

U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

